

IN THE CLAIMS:

Claims 1-74 (Canceled)

75. (New) A method of operating a gaming machine, comprising:

detecting the presence of a passerby proximate to the gaming machine, the passerby not playing the gaming machine; and

in response to detecting the presence of the passerby, modifying operation of the gaming machine.

76. (New) The method of claim 75, wherein the step of detecting the presence of a passerby includes establishing a wireless transmission link between a first wireless transceiver on the gaming machine and a second wireless transceiver on the passerby.

77. (New) The method of claim 76, wherein the second wireless transceiver is disposed in a portable data unit carried by the passerby, the portable data unit containing information for allowing an identity of the passerby to be determined.

78. (New) The method of claim 77, wherein the step of modifying operation of the gaming machine includes inviting the passerby to play the gaming machine.

79. (New) The method of claim 75, wherein the step of modifying operation of the gaming machine includes inviting the passerby to play the gaming machine.

80. (New) The method of claim 75, further including operating the gaming machine in an attract mode prior to the step of detecting the presence of a passerby.